

**CLIENT
CREATIVE
GUIDELINES**

Nano Interactive



Our creative suite



We have a diverse creative suite designed to match your KPIs

Standard Display Set



DPMU, billboard and standard IAB formats, designed to drive direct response.

KPIs: CTR, CPC, CPA, CPR, ROI and more

Native



Booked on a CPC, native formats that are integrated into the content of a page.

KPIs: Clicks

Video



Booked on CPM or CPCV, we offer Video in Display or Pre-roll formats.

KPIs: viewability, VTR, completion rate, CTR

Rich Media



Expandable formats which can host image galleries, product descriptions, videos etc. and provide the user with a more engaging experience.

Available formats: Lightbox, Parascroll, Interactive+, Prism

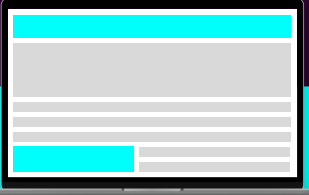
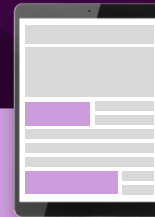

KPIs: brand interaction, engagement, viewability, CTR, VTR

Simply send us your assets and we'll take care of the rest to build the formats.

Creative guidelines



Rich media display

Devices	 DESKTOP / TABLET Larger sizes	 DESKTOP / TABLET Smaller sizes	 MOBILE
Sizes	970 x 50 300 x 600	300 x 250 160 x 600	320 x 50 300 x 50 300 x 250
Key features	Larger, more impactful formats to engage the audience	Most widely used, relatively compact and widely accepted by publishers	Known to deliver great results. Very popular and generate the most clicks
Recommended for	Prospecting new users. For brands wanting to grab attention	Getting your message across to the user due to the larger space. Driving a direct response	Driving a direct response. Maximising revenue generation
KPIs	Engagement CTR	Reach Viewability CTR	Viewability CTR CPA/CPR ROI

Standard display

Make your ads clear, easy to understand and have clear instruction with what to do

Technical Requirements

01

- File types: JPEG, GIF, PNG
- Duration of animated ads must be 30 seconds or less
- Ads must open in new tab or new window only

Technical Restrictions

02

- Ads that autoplay audio are prohibited
- Ads that autoplay video are OK, as long as the audio is muted
- Ads that spawn popups or surveys are prohibited
- Image creatives can be up to 250KB

Content Requirements

03

- Ads must be distinguishable from a publisher’s content
- Ads can’t appear as if they are actually content or links on a publisher’s site
- Creatives cannot appear sideways or upside down
- Creative images must be clear, recognisable, and relevant; text in the ad must be legible
- Creatives with partially black or white backgrounds must have a visible border of a contrasting colour to the majority background colour of the ad

Prohibited content

04


- Tobacco, weapons, nudity, defamatory/hate content, illegal activities, profanities or spyware
- Offers of free gifts, links to quizzes and surveys, misleading claims and references to sex or sexuality



Standard display

Additional information – 3rd Party Tags



 We support tags from the following ad servers

Adform	AppNexus	DCM	Mediaplex	Sizmek
Adtech	Atlas	Flashtalking	OpenX	Weborama

Additionally

- SSL standard (“https”) is mandatory for all tags, creatives and pixels
- Impressions tracking with tracking pixel: this server call must return a transparent 1x1 image
- All ads on the Ad Exchange must limit the number of cookies being set to 20.
- Landing page must be crawlable, no redirects or bridge pages allowed.

We also accept all AdVerification trackings (e.g. IAS, DoubleVerify, Moat, Meetrics, etc.)



Native useful information



Optional components: Impression tracking (img or javascript) no more than 2 impression trackers

	1	2	3	4	5	6	7	8
ASSET	Logo	Main Images	Title (short)	Title (long)	Body text (short)	Body text (long)	CTA Call to action	Landing page URL (Third-party ad servers only) = Click Tracking
DESCRIPTION	Advertiser's logo	Images to promote the advertiser's product or service	The headline to display in the creative	An alternate, longer version of the headline. This only appears in certain native layouts	Body text describing the product or service	An alternate, longer version of the body text describing the product or service. This only appears in certain native layouts	The text on the ad's call-to-action button or link. For example, "Shop now"	The web page to direct people to when they click your ad
REQUIREMENTS	Minimum size: 300 x 300 pixels Supported image file formats: JPEG, PNG	Supported image file formats: JPEG, PNG 1. Minimum size: 1200x627 Pixels aspect ratio: 1.91 : 1 2. Minimum size: 627x627 Pixels aspect ratio: 1 : 1 3. Minimum size: 970x250 Pixels aspect ratio: 3.88 : 1	Maximum 25 single byte characters	Maximum 50 single byte characters	Maximum 90 single byte characters	Maximum 150 single byte characters	Maximum 15 single byte characters	Maximum 1024 single byte characters

Video useful information



Make your ads clear, easy to understand and have clear instruction with what to do

Technical Requirements

01

- Size: Video creatives can be up to 500MB (Bigger size also possible, please contact us if you need more information)
- Duration: 15, 20, 30 sec (Different duration also possible, please contact us if needed)
- Aspect ratio: Video must have an aspect ratio of 16:9 (640x360) or 4:3 (640x480)
- Clickthrough URL: Make sure the creative has clickthrough URL specified. Note that the clickthrough URL will be opened in a new window

Interaction Requirements

02

- Audio and video must play upon user's click
- Start, stop and mute buttons are required

Format tags

03

- Preferred format: VAST 2.0 and VAST 3.0 - these will allow absolute transparency and will give the client the chance to monitor the activity on their end as well
- Otherwise: video files (previously described) + click and impression trackers. This will allow you to count impressions served and clicks, but for VTR/completion metrics you'll need to rely on Nano's reporting

Content requirements

04

- Most video inventory has the same content requirement as standard creatives. For more information, please see standard display section



Video

Rich media useful information



Simply send us your assets and we'll work with our creative partner to build the formats to your desired specifications.

Desktop only

Lightbox on Desktop: MPU, DMPU, Billboard

Most effective for (KPI): brand awareness and engagement

Interactive + : DMPU and Billboard
Available for desktop only
Most effective for (KPI): brand awareness and engagement

Adaptable

Parascroll (in-unit) on desktop and mobile: MPU and DMPU

Most effective for (KPI): traffic to site

Prism: MPU and DMPU Available on desktop, mobile and tablet
Most effective for (KPI): traffic to site

Mobile only

Lightbox on Mobile: MPU

Most effective for (KPI): brand awareness and engagement

Rich media useful information



Simply send us your assets and we'll work with our creative partner to build the formats to your desired specifications.

Lightbox requirements

01

Desktop

- Dimensions: No fixed dimensions but safezone of 960x640 required
- File Size: Unlimited
- Duration: Unlimited
- Loops: N/A

Mobile

- Portrait dimensions: 800x1120
- Landscape dimensions: 1280x650
- File Size: Unlimited
- Duration: Unlimited
- Loops: N/A

Parascroll requirements

02

Desktop/ Tablet/ Mobile

- Dimensions:
 - MPU - 300x250 to 300x1000*
 - DMPU - 300x600 to 300x1200*
 - min scroll-through size 500px
- File Size: 2.2 MB
- Duration: max 30 secs
- Loops: 3 times (within 30 secs)
- Video autoplay (file under 1.5 MB, Duration 30 secs)
- * when user will view the scrolling background through

Prism requirements

03

Desktop/ Tablet/ Mobile

- Dimensions:
 - MPU - 300x250 - D/T/ M
 - DMPU - 300x600 - D/T
- File Size: 2.2 MB
- Duration: max 30 secs
- Loops: Auto rotation
- Frame 1 + Frame 2 + Frame 3 + Frame 4 - auto rotation

Interactive+ requirements

04

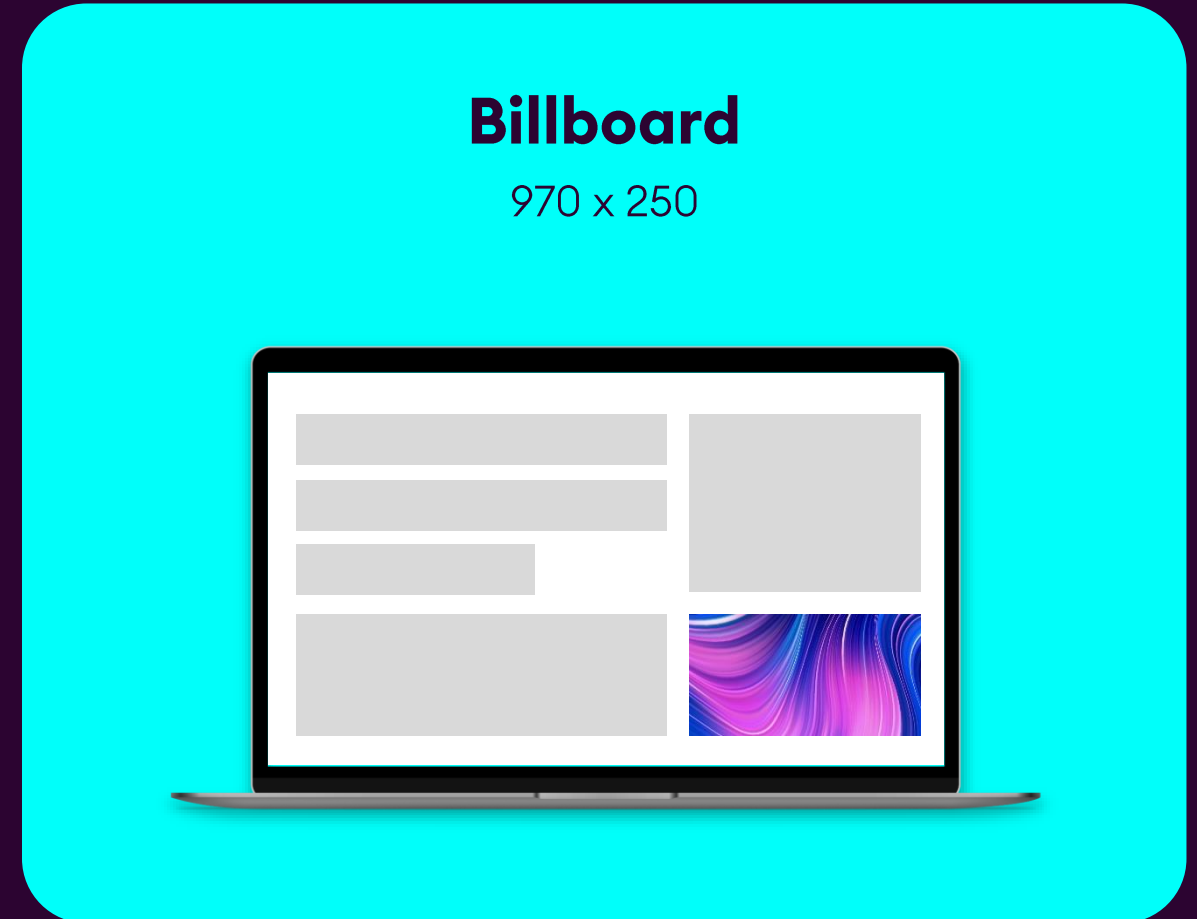
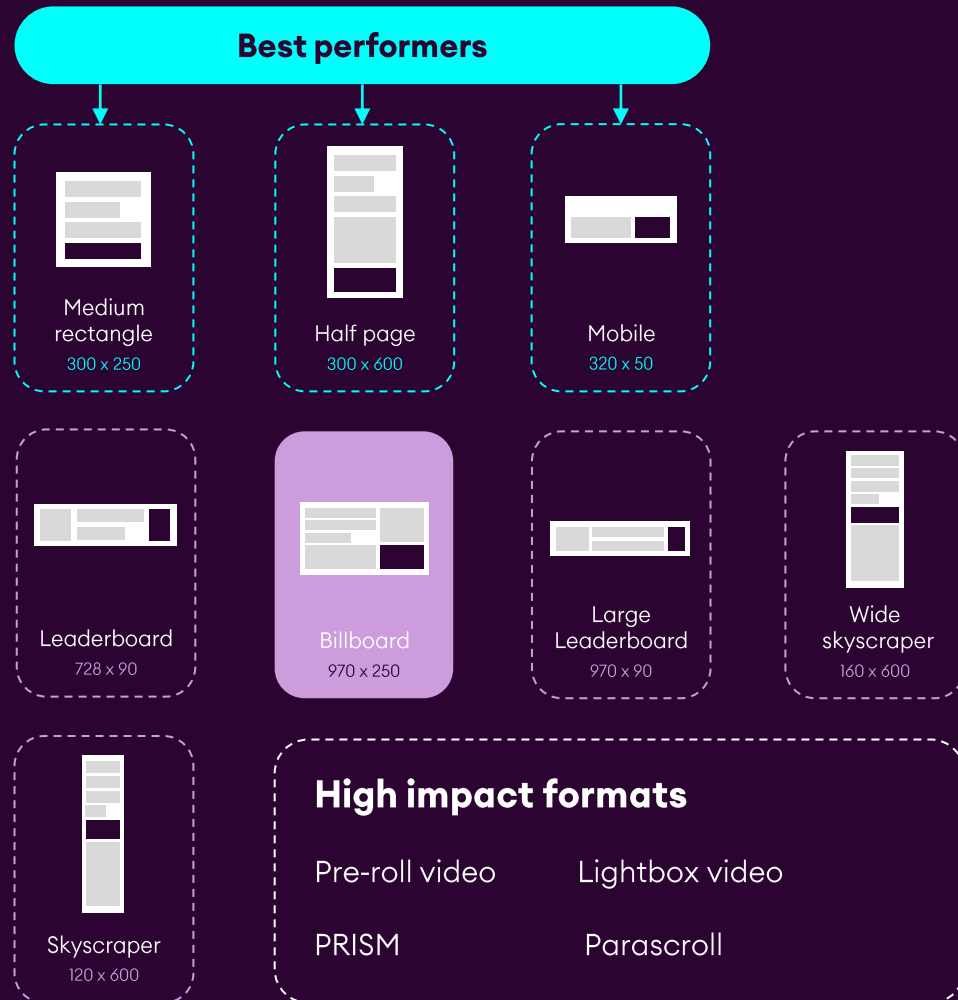
Desktop only

- Dimensions:
 - MPU - 300x250 - D/T/ M
 - DMPU - 300x600 - D/T
- File Size: 2.2 MB
- Duration: max 30 secs
- Loops: 3 times (within 30 secs)



Rich media

Creative in action



Creative best practice tips



What makes a good ad?



- Engaging, on brand design
- Functionality: smooth animation and nothing too distracting or flashy
- Clearly marked CTAs to direct the user to the brand site
- Personalised content
- Strong brand identity

What doesn't make a good ad?



- Generic, bland layout that doesn't help to identify the brand
- Retargeting ads that do not feature any product information or prices
- Lack of personalisation that helps to engage the user
- Potential QA violations, such as no border or CTA
- Poorly thought out or executed animation that doesn't enhance the ad
- Lack of brand identity